

What is claimed is:

1           1. A data broadcast apparatus for repeatedly  
2 broadcasting broadcast data using a carousel method, to  
3 a reception apparatus which stores the broadcast data into  
4 a memory and reproduces the broadcast data stored in the  
5 memory, comprising:

6           storing means for storing first broadcast data and  
7 second broadcast data;

8           detecting means for detecting a reproduction stop  
9 event which prohibits the reception apparatus from  
10 reproducing the first broadcast data;

11           broadcasting means for (a) repeatedly broadcasting  
12 the first broadcast data and the second broadcast data  
13 stored in the storing means, and (b) stopping the broadcast  
14 of the first broadcast data when the detecting means detects  
15 the reproduction stop event; and

16           instructing means for having the broadcasting means  
17 broadcast a switch instruction, the switch instruction  
18 instructing the reception apparatus to stop reproducing  
19 the first broadcast data and start reproducing the second  
20 broadcast data when the broadcast of the first broadcast  
21 data is stopped.

1           2. The data broadcast apparatus of Claim 1,  
2 wherein the switch instruction instructs the  
3 reception apparatus to stop reproducing the first  
4 broadcast data and start reproducing the second broadcast

5 data upon receiving the switch instruction, and  
6 the instructing means has the broadcasting means  
7 broadcast the switch instruction when the detecting means  
8 detects the reproduction stop event, so that the reception  
9 apparatus will stop reproducing the first broadcast data  
10 and start reproducing the second broadcast data upon  
11 receiving the switch instruction.

1 3. The data broadcast apparatus of Claim 2,  
2 wherein the switch instruction is broadcast as an  
3 event message or a module that has a specific identifier.

1 4. The data broadcast apparatus of Claim 1,  
2 wherein the broadcasting means starts broadcasting  
3 an empty carousel corresponding to the first broadcast data  
4 when the detecting means detects the reproduction stop  
5 event,

6 the switch instruction instructs the reception  
7 apparatus to stop reproducing the first broadcast data and  
8 start reproducing the second broadcast data upon starting  
9 to receive the empty carousel, and

10 the instructing means has the broadcasting means  
11 broadcast the switch instruction before the detecting  
12 means detects the reproduction stop event, so that the  
13 reception apparatus will stop reproducing the first  
14 broadcast data and start reproducing the second broadcast  
15 data upon starting to receive the empty carousel.

1           5. The data broadcast apparatus of Claim 1,  
2           wherein the switch instruction instructs the  
3           reception apparatus to stop reproducing the first  
4           broadcast data and start reproducing the second broadcast  
5           data upon detecting that the reception apparatus no longer  
6           receives the first broadcast data, and  
7           the instructing means has the broadcasting means  
8           broadcast the switch instruction before the detecting  
9           means detects the reproduction stop event, so that the  
10          reception apparatus will stop reproducing the first  
11          broadcast data and start reproducing the second broadcast  
12          data upon detecting that the reception apparatus no longer  
13          receives the first broadcast data.

1           6. The data broadcast apparatus of Claim 1,  
2           wherein after detecting the reproduction stop event,  
3           the detecting means detects a reproduction resume event  
4           which permits the reception apparatus to reproduce the  
5           first broadcast data,

6           the broadcasting means resumes broadcasting the first  
7           broadcast data when the detecting means detects the  
8           reproduction resume event, and

9           the instructing means has the broadcasting means  
10          broadcast a return instruction, the return instruction  
11          instructing the reception apparatus to stop reproducing  
12          the second broadcast data and resume reproducing the first

13 broadcast data when the broadcast of the first broadcast  
14 data is resumed.

1 7. The data broadcast apparatus of Claim 6,  
2 wherein the return instruction instructs the  
3 reception apparatus to stop reproducing the second  
4 broadcast data and resume reproducing the first broadcast  
5 data upon receiving the return instruction, and  
6 the instructing means has the broadcasting means  
7 broadcast the return instruction by attaching the return  
8 instruction to the second broadcast data when the detecting  
9 means detects the reproduction resume event, so that the  
10 reception apparatus will stop reproducing the second  
11 broadcast data and resume reproducing the first broadcast  
12 data upon receiving the return instruction.

1 8. The data broadcast apparatus of Claim 7,  
2 wherein the return instruction is broadcast as an  
3 event message or a module that has a specific identifier.

1 9. The data broadcast apparatus of Claim 6,  
2 wherein the broadcasting means starts broadcasting  
3 an empty carousel corresponding to the first broadcast data  
4 when the detecting means detects the reproduction stop  
5 event, and stops broadcasting the empty carousel when the  
6 detecting means detects the reproduction resume event,  
7 the return instruction instructs the reception

8 apparatus to stop reproducing the second broadcast data,  
9 and resume reproducing the first broadcast data upon  
10 stopping receiving the empty carousel, and  
11 the instructing means has the broadcasting means  
12 broadcast the return instruction before the detecting  
13 means detects the reproduction resume event, so that the  
14 reception apparatus will stop reproducing the second  
15 broadcast data and resume reproducing the first broadcast  
16 data upon stopping receiving the empty carousel.

1 10. The data broadcast apparatus of Claim 6,  
2 wherein the return instruction instructs the  
3 reception apparatus to stop reproducing the second  
4 broadcast data and resume reproducing the first broadcast  
5 data upon detecting that the reception apparatus resumes  
6 receiving the first broadcast data, and

7 the instructing means has the broadcasting means  
8 broadcast the return instruction before the detecting  
9 means detects the reproduction resume event, so that the  
10 reception apparatus will stop reproducing the second  
11 broadcast data and resume reproducing the first broadcast  
12 data upon detecting that the reception apparatus resumes  
13 receiving the first broadcast data.

1 11. A data broadcast apparatus for repeatedly  
2 broadcasting broadcast data using a carousel method, to  
3 a reception apparatus which stores the broadcast data into

4 a memory and reproduces the broadcast data stored in the  
5 memory, comprising:

6 storing means for storing first broadcast data and  
7 second broadcast data;

8 detecting means for detecting a reproduction stop  
9 event which prohibits the reception apparatus from  
10 reproducing the first broadcast data;

11 broadcasting means for (a) repeatedly broadcasting  
12 the first broadcast data and the second broadcast data  
13 stored in the storing means, and (b) stopping the broadcast  
14 of the first broadcast data when the detecting means detects  
15 the reproduction stop event; and

16 instructing means for having the broadcasting means  
17 broadcast a disable instruction, the disable instruction  
18 instructing the reception apparatus to refrain from  
19 switching reproduction from the second broadcast data to  
20 the first broadcast data when the broadcast of the first  
21 broadcast data is stopped.

1 12. The data broadcast apparatus of Claim 11,  
2 wherein the disable instruction instructs the  
3 reception apparatus to refrain from switching the  
4 reproduction from the second broadcast data to the first  
5 broadcast data upon receiving the disable instruction, and  
6 the instructing means has the broadcasting means  
7 broadcast the disable instruction when the detecting means  
8 detects the reproduction stop event, so that the reception

9 apparatus will refrain from switching the reproduction  
10 from the second broadcast data to the first broadcast data  
11 upon receiving the disable instruction.

1 13. The data broadcast apparatus of Claim 12,  
2 wherein the disable instruction is broadcast as an  
3 event message or a module that has a specific identifier.

1 14. The data broadcast apparatus of Claim 11,  
2 wherein the broadcasting means starts broadcasting  
3 an empty carousel corresponding to the first broadcast data  
4 when the detecting means detects the reproduction stop  
5 event,

6 the disable instruction instructs the reception  
7 apparatus to refrain from switching the reproduction from  
8 the second broadcast data to the first broadcast data upon  
9 starting to receive the empty carousel, and

10 the instructing means has the broadcasting means  
11 broadcast the disable instruction before the detecting  
12 means detects the reproduction stop event, so that the  
13 reception apparatus will refrain from switching the  
14 reproduction from the second broadcast data to the first  
15 broadcast data upon starting to receive the empty carousel.

1 15. The data broadcast apparatus of Claim 11,  
2 wherein the disable instruction instructs the  
3 reception apparatus to refrain from switching the

reproduction from the second broadcast data to the first broadcast data upon detecting that the reception apparatus no longer receives the first broadcast data, and the instructing means has the broadcasting means broadcast the disable instruction before the detecting means detects the reproduction stop event, so that the reception apparatus will refrain from switching the reproduction from the second broadcast data to the first broadcast data upon detecting that the reception apparatus no longer receives the first broadcast data.

16. A data broadcast apparatus for continuously broadcasting program data, and repeatedly broadcasting additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, comprising:

storing means for storing scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data;

acquiring means for acquiring priority program data which has a higher priority than the scheduled program data;

broadcasting means for (a) continuously broadcasting the scheduled program data stored in the storing means, (b) repeatedly broadcasting the related additional data



and the unrelated additional data stored in the storing means, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority program data when the acquiring means acquires the priority program data; and  
instructing means for having the broadcasting means broadcast a switch instruction, the switch instruction instructing the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data when the broadcast of the scheduled program data is stopped.

17. The data broadcast apparatus of Claim 16,  
wherein the switch instruction instructs the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data upon receiving the switch instruction, and  
the instructing means has the broadcasting means broadcast the switch instruction when the acquiring means acquires the priority program data, so that the reception apparatus will stop reproducing the related additional data and start reproducing the unrelated additional data upon receiving the switch instruction.

18. The data broadcast apparatus of Claim 17,  
wherein the switch instruction is broadcast as an event message or a module that has a specific identifier.

1 19. The data broadcast apparatus of Claim 16,  
2 wherein the broadcasting means stops broadcasting the  
3 related additional data and starts broadcasting an empty  
4 carousel corresponding to the related additional data,  
5 when the acquiring means acquires the priority program  
6 data,

7 the switch instruction instructs the reception  
8 apparatus to stop reproducing the related additional data  
9 and start reproducing the unrelated additional data upon  
10 starting to receive the empty carousel, and

11 the instructing means has the broadcasting means  
12 broadcast the switch instruction before the acquiring  
13 means acquires the priority program data, so that the  
14 reception apparatus will stop reproducing the related  
15 additional data and start reproducing the unrelated  
16 additional data upon starting to receive the empty  
17 carousel.

1 20. The data broadcast apparatus of Claim 16,  
2 wherein the broadcasting means stops broadcasting the  
3 related additional data when the acquiring means acquires  
4 the priority program data,

5 the switch instruction instructs the reception  
6 apparatus to stop reproducing the related additional data  
7 and start reproducing the unrelated additional data upon  
8 detecting that the reception apparatus no longer receives

9 the related additional data, and  
10 the instructing means has the broadcasting means  
11 broadcast the switch instruction before the acquiring  
12 means acquires the priority program data, so that the  
13 reception apparatus will stop reproducing the related  
14 additional data and start reproducing the unrelated  
15 additional data upon detecting that the reception  
16 apparatus no longer receives the related additional data.

1 21. The data broadcast apparatus of Claim 16,  
2 wherein the broadcasting means resumes broadcasting  
3 the scheduled program data when the broadcast of the  
4 priority program data ends, and  
5 the instructing means has the broadcasting means  
6 broadcast a return instruction, the return instruction  
7 instructing the reception apparatus to stop reproducing  
8 the unrelated additional data and resume reproducing the  
9 related additional data when the broadcast of the priority  
10 program data ends.

1 22. The data broadcast apparatus of Claim 21,  
2 wherein the return instruction instructs the  
3 reception apparatus to stop reproducing the unrelated  
4 additional data and resume reproducing the related  
5 additional data upon receiving the return instruction, and  
6 the instructing means has the broadcasting means  
7 broadcast the return instruction by attaching the return

8 instruction to the unrelated additional data when the  
9 broadcast of the priority program data ends, so that the  
10 reception apparatus will stop reproducing the unrelated  
11 additional data and resume reproducing the related  
12 additional data upon receiving the return instruction.

1 23. The data broadcast apparatus of Claim 22,  
2 wherein the return instruction is broadcast as an  
3 event message or a module that has a specific identifier.

1 24. The data broadcast apparatus of Claim 21,  
2 wherein the broadcasting means stops broadcasting the  
3 related additional data and starts broadcasting an empty  
4 carousel corresponding to the related additional data when  
5 the acquiring means acquires the priority program data,  
6 and stops broadcasting the empty carousel and resumes  
7 broadcasting the related additional data when the  
8 broadcast of the priority program data ends,  
9 the return instruction instructs the reception  
10 apparatus to stop reproducing the unrelated additional  
11 data and resume reproducing the related additional data  
12 upon stopping receiving the empty carousel, and  
13 the instructing means has the broadcasting means  
14 broadcast the return instruction before the broadcast of  
15 the priority program data ends, so that the reception  
16 apparatus will stop reproducing the unrelated additional  
17 data and resume reproducing the related additional data

18 upon stopping receiving the empty carousel.

1        25. The data broadcast apparatus of Claim 21,  
2        wherein the broadcasting means stops broadcasting the  
3        related additional data when the acquiring means acquires  
4        the priority program data, and resumes broadcasting the  
5        related additional data when the broadcast of the priority  
6        program data ends,

7        the return instruction instructs the reception  
8        apparatus to stop reproducing the unrelated additional  
9        data and resume reproducing the related additional data  
10        upon detecting that the reception apparatus resumes  
11        receiving the related additional data, and

12        the instructing means has the broadcasting means  
13        broadcast the return instruction before the broadcast of  
14        the priority program data ends, so that the reception  
15        apparatus will stop reproducing the unrelated additional  
16        data and resume reproducing the related additional data  
17        upon detecting that the reception apparatus resumes  
18        receiving the related additional data.

1        26. A data broadcast apparatus for continuously  
2        broadcasting program data, and repeatedly broadcasting  
3        additional data using a carousel method, to a reception  
4        apparatus which stores the additional data into a memory  
5        and reproduces the additional data stored in the memory,  
6        comprising:

7 storing means for storing scheduled program data  
8 which is scheduled to be broadcast, related additional data  
9 which relates to the scheduled program data, and unrelated  
10 additional data which does not relate to the scheduled  
11 program data;

12 acquiring means for acquiring priority program data  
13 which has a higher priority than the scheduled program data;

14 broadcasting means for (a) continuously broadcasting  
15 the scheduled program data stored in the storing means,  
16 (b) repeatedly broadcasting the related additional data  
17 and the unrelated additional data stored in the storing  
18 means, and (c) stopping the broadcast of the scheduled  
19 program data and starting broadcasting the priority  
20 program data when the acquiring means acquires the priority  
21 program data; and

22 instructing means for having the broadcasting means  
23 broadcast a disable instruction, the disable instruction  
24 instructing the reception apparatus to refrain from  
25 switching reproduction from the unrelated additional data  
26 to the related additional data when the broadcast of the  
27 scheduled program data is stopped.

1 27. The data broadcast apparatus of Claim 26,  
2 wherein the disable instruction instructs the  
3 reception apparatus to refrain from switching the  
4 reproduction from the unrelated additional data to the  
5 related additional data upon receiving the disable

6 instruction, and  
7 the instructing means has the broadcasting means  
8 broadcast the disable instruction when the acquiring means  
9 acquires the priority program data, so that the reception  
10 apparatus will refrain from switching the reproduction  
11 from the unrelated additional data to the related  
12 additional data upon receiving the disable instruction.

1 28. The data broadcast apparatus of Claim 27,  
2 wherein the disable instruction is broadcast as an  
3 event message or a module that has a specific identifier.

1 29. The data broadcast apparatus of Claim 26,  
2 wherein the broadcasting means stops broadcasting the  
3 related additional data and starts broadcasting an empty  
4 carousel corresponding to the related additional data,  
5 when the acquiring means acquires the priority program  
6 data,

7 the disable instruction instructs the reception  
8 apparatus to refrain from switching the reproduction from  
9 the unrelated additional data to the related additional  
10 data upon starting to receive the empty carousel, and  
11 the instructing means has the broadcasting means  
12 broadcast the disable instruction before the acquiring  
13 means acquires the priority program data, so that the  
14 reception apparatus will refrain from switching the  
15 reproduction from the unrelated additional data to the

16 related additional data upon starting to receive the empty  
17 carousel.

1 30. The data broadcast apparatus of Claim 26,  
2 wherein the broadcasting means stops broadcasting the  
3 related additional data when the acquiring means acquires  
4 the priority program data,  
5 the disable instruction instructs the reception  
6 apparatus to refrain from switching the reproduction from  
7 the unrelated additional data to the related additional  
8 data upon detecting that the reception apparatus no longer  
9 receives the related additional data, and  
10 the instructing means has the broadcasting means  
11 broadcast the disable instruction before the acquiring  
12 means acquires the priority program data, so that the  
13 reception apparatus will refrain from switching the  
14 reproduction from the unrelated additional data to the  
15 related additional upon detecting that the reception  
16 apparatus no longer receives the related additional data.

1 31. A computer program embodied on a computer readable  
2 medium for use with a computer and a storing device, for  
3 repeatedly broadcasting broadcast data using a carousel  
4 method to a reception apparatus which stores the broadcast  
5 data into a memory and reproduces the broadcast data stored  
6 in the memory, wherein the storing device stores first  
7 broadcast data and second broadcast data, the computer



8 program comprising:  
9 a detecting step for detecting a reproduction stop  
10 event which prohibits the reception apparatus from  
11 reproducing the first broadcast data;  
12 a broadcasting step for (a) repeatedly broadcasting  
13 the first broadcast data and the second broadcast data  
14 stored in the storing device, and (b) stopping the broadcast  
15 of the first broadcast data when the detecting step detects  
16 the reproduction stop event; and  
17 an instructing step for broadcasting a switch  
18 instruction, the switch instruction instructing the  
19 reception apparatus to stop reproducing the first  
20 broadcast data and start reproducing the second broadcast  
21 data when the broadcast of the first broadcast data is  
22 stopped.

1 32. The computer program of Claim 31,  
2 wherein after detecting the reproduction stop event,  
3 the detecting step detects a reproduction resume event  
4 which permits the reception apparatus to reproduce the  
5 first broadcast data,  
6 the broadcasting step resumes broadcasting the first  
7 broadcast data when the detecting step detects the  
8 reproduction resume event, and  
9 the instructing step broadcasts a return instruction,  
10 the return instruction instructing the reception apparatus  
11 to stop reproducing the second broadcast data and resume  
12 reproducing the first broadcast data when the broadcast

13 of the first broadcast data is resumed.

1           33. A computer program embodied on a computer readable  
2 medium for use with a computer and a storing device, for  
3 repeatedly broadcasting broadcast data using a carousel  
4 method to a reception apparatus which stores the broadcast  
5 data into a memory and reproduces the broadcast data stored  
6 in the memory, wherein the storing device stores first  
7 broadcast data and second broadcast data, the computer  
8 program comprising:

9           a detecting step for detecting a reproduction stop  
10 event which prohibits the reception apparatus from  
11 reproducing the first broadcast data;

12           a broadcasting step for (a) repeatedly broadcasting  
13 the first broadcast data and the second broadcast data  
14 stored in the storing device, and (b) stopping the broadcast  
15 of the first broadcast data when the detecting step detects  
16 the reproduction stop event; and

17           an instructing step for broadcasting a disable  
18 instruction, the disable instruction instructing the  
19 reception apparatus to refrain from switching reproduction  
20 from the second broadcast data to the first broadcast data  
21 when the broadcast of the first broadcast data is stopped.

1           34. A computer program embodied on a computer readable  
2 medium for use with a computer and a storing device, for  
3 continuously broadcasting program data, and repeatedly

4 broadcasting additional data using a carousel method, to  
5 a reception apparatus which stores the additional data into  
6 a memory and reproduces the additional data stored in the  
7 memory, wherein the storing device stores scheduled  
8 program data which is scheduled to be broadcast, related  
9 additional data which relates to the scheduled program data,  
10 and unrelated additional data which does not relate to the  
11 scheduled program data, the computer program comprising:  
12 an acquiring step for acquiring priority program data  
13 which has a higher priority than the scheduled program data;  
14 a broadcasting step for (a) continuously broadcasting  
15 the scheduled program data stored in the storing device,  
16 (b) repeatedly broadcasting the related additional data  
17 and the unrelated additional data stored in the storing  
18 device, and (c) stopping the broadcast of the scheduled  
19 program data and starting broadcasting the priority  
20 program data when the acquiring step acquires the priority  
21 program data; and  
22 an instructing step for broadcasting a switch  
23 instruction, the switch instruction instructing the  
24 reception apparatus to stop reproducing the related  
25 additional data and start reproducing the unrelated  
26 additional data when the broadcast of the scheduled program  
27 data is stopped.

1 35. The computer program of Claim 34,  
2 wherein the broadcasting step resumes broadcasting

3 the scheduled program data when the broadcast of the  
4 priority program data ends, and  
5 the instructing step broadcasts a return instruction,  
6 the return instruction instructing the reception apparatus  
7 to stop reproducing the unrelated additional data and  
8 resume reproducing the related additional data when the  
9 broadcast of the priority program data ends.

1 36. A computer program embodied on a computer readable  
2 medium for use with a computer and a storing device, for  
3 continuously broadcasting program data, and repeatedly  
4 broadcasting additional data using a carousel method, to  
5 a reception apparatus which stores the additional data into  
6 a memory and reproduces the additional data stored in the  
7 memory, wherein the storing device stores scheduled  
8 program data which is scheduled to be broadcast, related  
9 additional data which relates to the scheduled program data,  
10 and unrelated additional data which does not relate to the  
11 scheduled program data, the computer program comprising:  
12 an acquiring step for acquiring priority program data  
13 which has a higher priority than the scheduled program data;  
14 a broadcasting step for (a) continuously broadcasting  
15 the scheduled program data stored in the storing device,  
16 (b) repeatedly broadcasting the related additional data  
17 and the unrelated additional data stored in the storing  
18 device, and (c) stopping the broadcast of the scheduled  
19 program data and starting broadcasting the priority

20 program data when the acquiring step acquires the priority  
21 program data; and  
22 an instructing step for broadcasting a disable  
23 instruction, the disable instruction instructing the  
24 reception apparatus to refrain from switching reproduction  
25 from the unrelated additional data to the related  
26 additional data when the broadcast of the scheduled program  
27 data is stopped.

31 37. A data broadcast method used in a data broadcast  
32 apparatus equipped with a storing device, for repeatedly  
33 broadcasting broadcast data using a carousel method to a  
34 reception apparatus which stores the broadcast data into  
35 a memory and reproduces the broadcast data stored in the  
36 memory, wherein the storing device stores first broadcast  
37 data and second broadcast data, the data broadcast method  
38 comprising:

9 a detecting step for detecting a reproduction stop  
10 event which prohibits the reception apparatus from  
11 reproducing the first broadcast data;

12 a broadcasting step for (a) repeatedly broadcasting  
13 the first broadcast data and the second broadcast data  
14 stored in the storing device, and (b) stopping the broadcast  
15 of the first broadcast data when the detecting step detects  
16 the reproduction stop event; and

17 an instructing step for broadcasting a switch  
18 instruction, the switch instruction instructing the

19 reception apparatus to stop reproducing the first  
20 broadcast data and start reproducing the second broadcast  
21 data when the broadcast of the first broadcast data is  
22 stopped.

1           38. The data broadcast method of Claim 37,  
2           wherein after detecting the reproduction stop event,  
3           the detecting step detects a reproduction resume event  
4           which permits the reception apparatus to reproduce the  
5           first broadcast data,  
6           the broadcasting step resumes broadcasting the first  
7           broadcast data when the detecting step detects the  
8           reproduction resume event, and  
9           the instructing step broadcasts a return instruction,  
10          the return instruction instructing the reception apparatus  
11          to stop reproducing the second broadcast data and resume  
12          reproducing the first broadcast data when the broadcast  
13          of the first broadcast data is resumed.

1           39. A data broadcast method used in a data broadcast  
2           apparatus equipped with a storing device, for repeatedly  
3           broadcasting broadcast data using a carousel method to a  
4           reception apparatus which stores the broadcast data into  
5           a memory and reproduces the broadcast data stored in the  
6           memory, wherein the storing device stores first broadcast  
7           data and second broadcast data, the data broadcast method  
8           comprising:

9           a detecting step for detecting a reproduction stop

10 event which prohibits the reception apparatus from  
11 reproducing the first broadcast data;  
12 a broadcasting step for (a) repeatedly broadcasting  
13 the first broadcast data and the second broadcast data  
14 stored in the storing device, and (b) stopping the broadcast  
15 of the first broadcast data when the detecting step detects  
16 the reproduction stop event; and  
17 an instructing step for broadcasting a disable  
18 instruction, the disable instruction instructing the  
19 reception apparatus to refrain from switching reproduction  
20 from the second broadcast data to the first broadcast data  
21 when the broadcast of the first broadcast data is stopped.

1 40. A data broadcast method used in a data broadcast  
2 apparatus equipped with a storing device, for continuously  
3 broadcasting program data, and repeatedly broadcasting  
4 additional data using a carousel method, to a reception  
5 apparatus which stores the additional data into a memory  
6 and reproduces the additional data stored in the memory,  
7 wherein the storing device stores scheduled program data  
8 which is scheduled to be broadcast, related additional data  
9 which relates to the scheduled program data, and unrelated  
10 additional data which does not relate to the scheduled  
11 program data, the data broadcast method comprising:

12 an acquiring step for acquiring priority program data  
13 which has a higher priority than the scheduled program data;  
14 a broadcasting step for (a) continuously broadcasting

15 the scheduled program data stored in the storing device,  
16 (b) repeatedly broadcasting the related additional data  
17 and the unrelated additional data stored in the storing  
18 device, and (c) stopping the broadcast of the scheduled  
19 program data and starting broadcasting the priority  
20 program data when the acquiring step acquires the priority  
21 program data; and

22 an instructing step for broadcasting a switch  
23 instruction, the switch instruction instructing the  
24 reception apparatus to stop reproducing the related  
25 additional data and start reproducing the unrelated  
26 additional data when the broadcast of the scheduled program  
27 data is stopped.

1 41. The data broadcast method of Claim 40,  
2 wherein the broadcasting step resumes broadcasting  
3 the scheduled program data when the broadcast of the  
4 priority program data ends, and  
5 the instructing step broadcasts a return instruction,  
6 the return instruction instructing the reception apparatus  
7 to stop reproducing the unrelated additional data and  
8 resume reproducing the related additional data when the  
9 broadcast of the priority program data ends.

1 42. A data broadcast method used in a data broadcast  
2 apparatus equipped with a storing device, for continuously  
3 broadcasting program data, and repeatedly broadcasting



4 additional data using a carousel method, to a reception  
5 apparatus which stores the additional data into a memory  
6 and reproduces the additional data stored in the memory,  
7 wherein the storing device stores scheduled program data  
8 which is scheduled to be broadcast, related additional data  
9 which relates to the scheduled program data, and unrelated  
10 additional data which does not relate to the scheduled  
11 program data, the data broadcast method comprising:  
12     an acquiring step for acquiring priority program data  
13 which has a higher priority than the scheduled program data;  
14     a broadcasting step for (a) continuously broadcasting  
15 the scheduled program data stored in the storing device,  
16 (b) repeatedly broadcasting the related additional data  
17 and the unrelated additional data stored in the storing  
18 device, and (c) stopping the broadcast of the scheduled  
19 program data and starting broadcasting the priority  
20 program data when the acquiring step acquires the priority  
21 program data; and  
22     an instructing step for broadcasting a disable  
23 instruction, the disable instruction instructing the  
24 reception apparatus to refrain from switching reproduction  
25 from the unrelated additional data to the related  
26 additional data when the broadcast of the scheduled program  
27 data is stopped.